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Newsletter

VOLUNTARY FOOD CONSERVATION PROGRAM

EXECUTIVE DIRECTOR
James A. Stillwell

CABINET FOOD COMMITTEE:

Clinton P. Anderson, Chairman
Secretary of Agriculture

George C. Marshall
Secretary of State

W. Averell Harriman
Secretary of Commerce

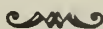
NO. 3 JANUARY 5, 1948

WASHINGTON ROUNDUP

New impetus was given to the Voluntary Food Conservation Program when Congress approved Senate Joint Resolution 167 which allocates to the President one million dollars for carrying out a program to "alleviate shortages in foods and feeds, and to assist in stabilizing prices." The bill authorizes the President, through voluntary measures, to promote the full utilization, care and preservation of food and feed so that none is wasted. It calls for control and eradication of insects and rodents. And it stresses the "consumption of less of these foods and feeds which are in short supply and more of these foods and feeds which are in abundant supply."

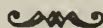
FOOD OF THE WEEK

Purdue University and the Indiana Department of Agriculture are helping retail grocers in the State to determine what plentiful foods should be featured in their stores each week. Clinton A. Hannaford, secretary of the Independent Food and Grocers' Association of New Hampshire, has informed the trade paper Food Topics that the food retailers of his state welcome the "Food of the Week Plan" which features economical, nutritious and grain-saving foods that are in plentiful supply.



CHURCHES HELP PROGRAM

Church groups are taking a leading part in the food conservation campaign in East St. Louis, Ill., according to Chairman Max Greenberg. Churchmen on the committee are Monsignor Gilmartin of the Diocese of Bellville; Monsignor A. R. Zuroweste, editor of the Diocesan Messenger; Rev. F. D. Jenkins, Ministerial Alliance; Rabbi Benjamin Cohen and Rev. John Deshields.



The Reverend Arthur Newell Moore, Chairman of the Citizens Food Committee of South Natick, Mass., reports that the Clean Plate Club has found an enthusiastic reception in local schools. Posters and fact sheets, explaining how the children can help feed the hungry people of Western Europe by avoiding waste, have been distributed in the schools.

NO EXTRA MEAL

Special emphasis is being placed by the food committee of Athol, Mass. on a drive to eliminate the "fourth meal." Mrs. George W. Grant, committee chairman, says "much grain can be saved if the after-meeting or bridge luncheon is done away with, especially those in which sandwiches and doughnuts are served."



The Manchester (N.H.) committee under the chairmanship of Adrien J. Pinsince Sr., secretary of the Granite State Restaurant Association, has appealed to local organizations to forego between-meal luncheons at social meetings.

HUSBAND WRITES ON SAVING BREAD

From a letter to the Cabinet Food Committee by Francis B. Du Bois of Woodland, Cal.:

"My wife used to throw bread heels into the garbage. Apparently she considered them as merely parts of the wrapper of a loaf, much like the rind of a cheese. But I have many friends in Europe and I know they are hungry so we have halted this wasteful practice...A little inquiry we made among our friends and neighbors showed that a surprising number were guilty of this major breach of international table etiquette....The practice of trimming away and discarding the crust from tea sandwiches is another related abuse of our food supplies which might be the object of some corrective educational effort."

TABLE TENTS

The Providence (R.I.) committee is engaged in an eight-point food conservation program, one feature of which is the distribution of table tents to all restaurants in the city. The table tent displays an owl, seated on the limb of a tree, with a student "mortar board" perched on his head and his eye cocked at the diner. The inscription reads:

"Hoot," quoth the owl to people who say,
The more that you eat, the stronger you'll stay."
For the wise old owl this advice doth give,
"The more wisely you eat, the longer you'll live."

SHOPPING BAG REMINDER

The Baton Rouge (La.) food committee, headed by Rev. William E. Trice, has arranged with the local grocery stores to put a flyer, with the slogan "Save Meat, Save Wheat, Save the Peace," into every shopper's

bag. Meanwhile school children of Baton Rouge are obtaining pledges from the homemakers.

FIRE PREVENTION

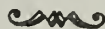
To cooperate with the food saving program, William A. Sullivan, Insurance Commissioner of Olympia, Wash., has inaugurated a self-inspection program of grain elevators and warehouses which was in effect in the State of Washington during the war. His experience with this plan shows that it was highly effective in safeguarding grain against fire and resulted in a very noticeable reduction of fire loss in the grain industry of the State. About 365 self-inspection blanks have been mailed to elevators and warehouses in the State.

ON HIS BACK BUT STILL ON HIS TOES

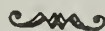
Lying on a hospital bed didn't prevent Neil Porter, past president of the Menomonie (Wisc.) Chamber of Commerce, from contributing an idea to obtain signed pledges from local residents. Porter phoned his suggestion to Herman Chudacoff, present head of the Chamber, who immediately translated it into action. First step was to obtain Food Conservation Pledge No. 1 from Mayor Ira O. Slocumb. Boy Scouts deployed over the community on a house-to-house doorbell ringing campaign to get signed pledges.

PRESS AND RADIO

A two-way appeal--one to the eye, the other to the ear--is being conducted by Chairman Leo Spatz of the Columbus (Miss.) food committee via Radio Station WCBI and the Commercial Dispatch. "Both have been extremely helpful in getting our message before the people," Chairman Spatz reports.



The food committee of Youngstown, Ohio, has been assisted in its publicity efforts by a reporter especially assigned by William F. Maag, Jr., publisher of the Youngstown Vindicator.



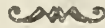
The Fort Collins (Colo.) Committee has had the ready support of the Fort Collins Coloradoan which commented in a recent editorial: "The time may come again to America when it will need friends in some national or world emergency. The present is the time to make sure that there shall be such friends."

EYEWITNESSES TELL OF EUROPEAN CONDITIONS

Stanley Andrews, associate editor of the Arkansas Democrat of Little Rock, who recently returned from Europe, reports that the food situation there makes the immediate future the most vital in the world's history. Mr. Andrews is making addresses under the auspices of the Little Rock Citizens Food Committee.



"America Mobilizes Against Hunger!" was the headline on a handbill distributed by the hundreds in Hamden, Conn., recently to advertise a Food Conservation Forum. Principal speaker was Dr. Mabel Newcomer, head of the Department of Economics, Vassar College, who gave an eyewitness account of the suffering in Western Europe.



Mayor John J. Burns of Burlington, Vt., explains the reasons for his enthusiastic backing of the voluntary food conservation program in these words: "I am thoroughly aware of the dire food situation in Europe as I have recently returned from Europe where I visited nine countries with two other American mayors. The food situation in Europe is much more serious than most people realize."

ALASKA REPORTS

The Alaska Federation of Women's Clubs has notified the Cabinet Food Committee of its support of the food conservation program. Officers of the club are located at Anchorage, Wrangell, Fairbanks and Juneau. The letter reads in part: "We know that empty stomachs are sometimes at the mercy of unscrupulous forces through no fault of the hungry people, and we as a federated group are determined that those unfortunate people will have the opportunity to fight back and hold their future."

FARM PROGRAM

The Iowa State Citizens Food Committee, headed by Dean H. H. Kildee, Director of the Agricultural and Home Economics Extension Service, has printed and distributed at its own expense 25,000 copies of a pamphlet entitled "Program for the Iowa Farmer." This pamphlet contains basic information on the need for conserving food and the best methods for achieving this objective in Iowa.

STATE NEWSLETTER

Dr. Raymond V. Long, Chairman of the Virginia State Citizens Food Committee, issues a weekly Newsletter to his various local committees, acquainting them with the latest developments in the food conservation campaign.

This is the third issue of the weekly Newsletter. We will keep you informed on events in Washington and the programs of local committees and organizations. We welcome your suggestions and invite you to send us news of your activities in the voluntary food conservation program.